**A1 Language & Literature Gr.11 HL**

Write a comparative analyses of the two ads found below. Keep in mind the rhetorical devices (ethos, pathos, logos) and advertising techniques (such as glittering generalities) discussed in class. Also keep in mind the main points of textual analysis.

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| Macintosh HD:Users:haleycrane:Desktop:2011-07-13-11-35-01-6-year-1957-agency-foote-cone-belding.jpeg  <http://www.vintage-adventures.com/fr/cosmetics-beauty-shaving/223-1960-miss-clairol-hair-color-so-natural-advertisement.html> | 1960 Clairol Hair Colour Ad.  (Magazine print advertisement) |
| Of course she’d look fresh, radiant anywhere! Her hair is silky, shiny. It sparkles with life and exciting young colour that looks completely natural even in the most natural surroundings. And that’s why Miss Clairol is so far ahead of the field. Finishing tone is always fresh, lively yet soft and lady-like. And it’s all done in minutes… with the greatest of ease!  That’s why most hairdressers recommend Miss Clairol – use it every time to put fresh, lasting colour into fading hair… and to hide gray. If beauty-treats the texture – leaves hair easy to manage. With results so sure, why wait to look younger, more attractive? Try Miss Clairol yourself. Today. In wonderful new Crème Formula or Regular. |
| <http://files.coloribus.com/files/adsarchive/part_837/8379205/file/clairol-nice-n-easy-hair-dye-red-small-17411.jpg> | 2010 Clairol Hair Colour Ad. (Magazine print advertisement) |